

2021 Innovation Challenge

Frequently Asked Questions

Overview

Q: Why is Northwell Health hosting the Innovation Challenge?

A: We see this Challenge as an opportunity for Northwell Health to continue promoting a culture of innovation, teamwork and continuous change, as well as strengthen our employee promise. We consider the support and encouragement of innovation within our ranks a top priority to enable us to continue delivering the best care for our patients.

Q: Can I resubmit my application if I submitted it in a prior Innovation Challenge?

A: All submissions should meet the criteria for inclusion and provide the requested information. If an idea was submitted in a prior year, the 2021 application must be completed in its entirety; the description should reference if this is a resubmission and what steps have been taken to improve or advance the product or solution. If your submission was not previously selected, try reviewing the suggestions on this website to strengthen your chances of success.

Selection

Q: What is the selection process?

A: All applications must be submitted by midnight on January 17, 2021. After that, the selection committees will narrow down the applicants to semifinalists and then finalists. Finalists will pitch their innovations to a panel of judges comprised of industry experts, investors and healthcare entrepreneurs, who will vote on the winner(s). Northwell Holdings & Ventures retains the right to establish certain terms and conditions, subject to change, to ensure the funding award goes towards furthering the innovation.

Q: What kind of information is requested in the application?

A: We will request information on your team, history, the solution, and any intellectual property rights. Specifically, the list of application questions includes:

History/Background

- Bios for each applicant
- Description of capital or funding received to date
- Brief history of the innovation
- Whether the innovation was developed before your employment with Northwell

- Dates and information about any prior disclosure of details of the innovation in a publication or at a conference
- Dates and information about any prior offers of the innovation for sale to potential customers, as this may also constitute public disclosure

Solution

- Detailed description
- Competitive advantage of the innovation, and/or how this innovation improves upon known products or processes
- Similar products and competitors
- Market description and market size
- Project roadmap with milestones for development
- Financial projections related to use of capital for development (tied to roadmap above)
- If available, financial projections related to profit/loss post product launch

Intellectual Property

- All participants must submit in accordance with Northwell's Intellectual Property policies
- All inventions made by any individual associated with the Health System in the course of performing their duties and activities or otherwise using Health System resources, shall be owned by Northwell Health
- Disclosure or presentation of inventions outside of the Health System require prior approval of Northwell's office of Legal Affairs
- The winning inventors can expect to share in income from commercialization of their inventions outside of Northwell Health
- Issued patents (utility or design, or plant) or pending patent applications (provisional and non-provisional)
- Copyright or copyright registrations
- Trademarks (applications, registrations or common law uses)
- Trade secrets relating to any aspect of the solution
- If there were any prior attempts to obtain copyright, patent or trademark protection, the reason(s) why registration was not obtained
- Whether the innovation is patentable, and if not, who made that determination

In addition, space will be provided for applicants to upload presentations, videos, links to websites, or anything else that help the selection committees understand your idea.

Eligibility

Q: Who is eligible to participate in the Innovation Challenge?

A: Full-time, part-time and per diem Northwell employees, with the exception of employees of Northwell, employees involved in the review of applications, selected practices within Northwell Physician Partners. If applying as a team, all team members must fit these criteria in order for the team to be eligible, with the exception of teams with students from the Zucker School of Medicine at Hofstra/Northwell. These students may participate on a team, as long as at least one team member is a Northwell employee. Ineligible applicants include voluntary physicians and Licensed Independent Practitioners (LIPs) who provide care in Northwell hospitals/practices, employees of partner institutions, students at other Hofstra schools, employees of joint ventures with Northwell, and other non-employed individuals who provide services to or are affiliated with Northwell. If you have a question about your eligibility, please send an email to: InnovationChallenge@northwell.edu with the subject line "Innovation Challenge Eligibility."

Q: Why will I be disqualified if I have received grants greater than \$50,000?

A: The goal of the Innovation Challenge is to encourage innovation at the very beginning stage. We believe innovative ideas or prototypes that have already raised a significant amount of grant capital will be able to continue developing through these channels.

Intellectual property

Q: If I submit an application, is my idea considered the property of Northwell?

A: Per our Intellectual Property policy, all "Inventions" made by employees or students in the course of performing their job duties, or by utilizing Northwell's resources, shall be owned by Northwell and administered in accordance with its policies. This remains the case regardless of whether you submit your solution for the Innovation Challenge or not. You can find a link to the Intellectual Property policies on the employee intranet by searching for "Policy on Intellectual Property 100.024", and "Policy on Technological Licensing and Distribution of Royalty Income 100.027", or you may send an email to InnovationChallenge@northwell.edu requesting a copy of the policies. Note that Northwell maintains other policies that also govern the submissions.

As a condition of participating in the Challenge and in accordance with Northwell's policies, the winner(s) of the funding award(s) agree to irrevocably assign to Northwell all right, title and interest in and to the innovation and any related intellectual property rights including, but not limited to, any patent, copyright, trademark and trade secret. The inventor(s) may share in certain income derived from the innovation in accordance with Northwell's policies and/or your employment agreement with Northwell.

Finally, Northwell Health and Northwell Holdings & Ventures agree to use the innovation disclosures for the limited purpose of evaluating and assessing the winner(s) of the Challenge, and the innovation disclosure shall be distributed and shared with only those individuals responsible for determining the Challenge winner(s). Northwell Health, Northwell Holdings &

Ventures, and individuals responsible for determining Challenge winner(s) agree to maintain the confidentiality of the innovation disclosure such that the submission of the Challenge application shall not be considered a “public disclosure” under the patent laws.

Q: If my innovation is not patentable, can I still submit it?

A: Yes. We understand that not all solutions can be protected by patents, copyrights or trademarks. We’re still interested in learning about it and you are still entitled to participate in the challenge if you think that your innovation could be commercialized without infringing on someone else’s intellectual property.

Q: I have an idea that utilizes third-party technology. Can I still submit it?

A: Yes, however we must ensure that the owner(s) of the third-party technology incorporated in your innovation authorizes both the use and public disclosure of the technology. We include space in the application form to describe these circumstances. If you are selected as a finalist, we may connect you with an intellectual property team member to help determine whether you have legal rights to use the third-party technology in your solution.

Judging the applications

Q: What kind of judging criteria will be used?

A: The final judging panel will use the following criteria:

- Innovation: Does the product or service represent a significant step forward in, or new approach to, patient care or Northwell Health’s financial strength? Does it represent a true innovation as compared to other products and services in the market?
- Implementation: What is the cost and plan to implement the product or service in a manner that delivers value to customers and patients?
- Impact: How will the product or service make a significant impact in achieving the goals of Northwell Health? Is this demonstrable or measurable and if so, what are those measures?"
- Interface: Is the product convenient and easy-to-use for patients and providers?
- Integration: How well has the team executed the product or service? Can it co-exist well within an existing environment? Can it support effective workflow across the organization without compromising our patients’ experience?
- Readiness: Is the go-to-market plan clear and achievable?

Q: What if my Innovation does not quite fit into the above criteria?

A: The Innovation Challenge is targeted toward finding new venture opportunities that will generate revenue. If your idea was not selected, you can also consider refining the concept and entering into the next Challenge event.

Q: Who is on the panel of judges?

A: The judging panel will consist of experts in venture capital, entrepreneurs and senior leaders in health care. A complete list of judges will be available on this site in the near future.

Q: What will be the format of the showcase event?

A: We will ask each team to pitch their solution to a panel of judges. Each team will have up to 8 minutes to present the product using slides and/or props to aid in the presentations. Full details will be provided to finalists in advance to help with preparations. Northwell Holdings & Ventures will work with teams to put together the presentation. At the end of all finalist presentations, a decision of the judges will be announced.

Q: Other than the funding award, what kind of resources will I receive from Northwell Health to further my innovation?

A: Finalists will receive feedback from the Northwell Holdings & Ventures team on their innovation, as well as support in putting together the final presentation for the pitch to the panel of judges. This support can come in the form of one or more working sessions with the Northwell Holdings & Ventures team, templates and guidelines for putting together investment presentations, and critique of the business and/or development plan. In addition, we are working to secure assistance from other entities in the system involved in education and innovation. The selected winner(s) will receive further assistance in developing and implementing their innovation solution.

Q: Where do I submit my application?

A: The application will be live on this site from Monday, Dec. 14, 2020, through Friday, Jan. 17, 2021.

Miscellaneous

Q: How do I submit my idea?

A: Visit this site between Monday, Dec. 14, 2020 – Friday, Jan. 17, 2021, to submit your big idea. During that time period, there will be a new tab in the navigation bar - Submit Idea - that will be your entry point for submission.

Q: Will I be compensated or reimbursed for participation in the Challenge?

A: No. Your participation in the Challenge is considered voluntary and you will not be compensated for any time spent working on the Challenge or reimbursed for any expenses you incur.

Q: Can I work on the Challenge while I am on-the-job?

A: Only if your manager or supervisor approves you working on the Challenge during your regular work hours.

Q: If my manager or supervisor asks me to work on the Challenge, do I need to do so?

A: No. Your participation in the Challenge is voluntary. Please contact your local Human Resources representative or InnovationChallenge@northwell.edu with any additional questions or concerns you may have regarding your participation.

Q: Can I/my team keep the prize money and work independently?

A: No. The funding award each is solely for investment into the winning innovation at Northwell. Northwell Holdings & Ventures may establish certain terms and conditions to ensure the award goes towards furthering the innovation. These conditions are not meant to be burdensome, and we look forward to working with the entrepreneurs to determine the optimal path for executing the goal.

Q: What kind of press or recognition will the Challenge get?

A: The Challenge is a great way to showcase your idea to your team and senior leadership at Northwell. Finalists and the winner(s) are recognized internally through our all employee communications channels. In addition, the winner(s) will receive the President's Award for Innovation and will be honored at the President's Award Gala. The winner(s) may also receive external recognition.

Q: Whom do I contact if I have challenge questions or need technical support?

A: If you have an Idea Lab technical issue, call the IT Service Desk at (516, 631, 718) 470-7272. Or engage the Northwell Health Live Chat on the employee intranet.

All other questions should be directed to InnovationChallenge@northwell.edu.